











## Recent Searches

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- |  |              |  |
|--|--------------|--|
| 30. (branding) AND (buyer or customer) AND (seller or vendor or dealer or merchant or retailer) AND (match* or connect*) AND PDN(<7/18/2000)<br><i>Database:</i> Multiple databases...<br><i>Look for terms in:</i> Citation and abstract<br><i>Publication type:</i> All publication types                        | 39 results   | <b>Add to Search</b><br><a href="#">Set Up Alert</a>    |
| 29. (branding) AND (buyer or customer) AND (seller or vendor or dealer or merchant or retailer) AND (match* or connect*) AND PDN(<7/18/2000)<br><i>Database:</i> Multiple databases...<br><i>Look for terms in:</i> Citation and abstract<br><i>Publication type:</i> All publication types                        | 39 results   | <b>Add to Search</b><br><a href="#">Set Up Alert</a>    |
| 28. (rank* or weight*) AND (buyer or customer) AND (seller or vendor or dealer or merchant or retailer) AND (match* or connect*) AND PDN(<7/18/2000)<br><i>Database:</i> Multiple databases...<br><i>Look for terms in:</i> Citation and abstract<br><i>Publication type:</i> All publication types                | 152 results  | <b>Add to Search</b><br><a href="#">Set Up Alert</a>    |
| 27. (rank* or weight*) AND TEXT(buyer or customer) AND TITLE(seller or vendor or dealer or merchant or retailer) AND TITLE(match* or connect*) AND PDN (<7/18/2000)<br><i>Database:</i> Multiple databases...<br><i>Look for terms in:</i> Citation and abstract<br><i>Publication type:</i> All publication types | 1 result     | <b>Add to Search</b><br><a href="#">Set Up Alert</a>    |
| 26. (rank* or weight*) AND (buyer or customer) AND (seller or vendor or dealer or merchant or retailer) AND (match*) AND PDN(<7/18/2000)<br><i>Database:</i> Multiple databases...<br><i>Look for terms in:</i> Citation and abstract<br><i>Publication type:</i> All publication types                            | 74 results   | <b>Add to Search</b><br><a href="#">Set Up Alert</a>  |
| 25. (rank* or weight*) AND (buyer or customer) AND (seller or vendor or dealer or merchant or retailer) AND (branding) AND (match*) AND PDN(<7/18/2000)<br><i>Database:</i> Multiple databases...<br><i>Look for terms in:</i> Citation and abstract<br><i>Publication type:</i> All publication types             | 0 result     | <b>Add to Search</b><br><a href="#">Set Up Alert</a>  |
| 24. (rank* or weight*) AND (buyer or customer) AND (seller or vendor or dealer or merchant or retailer) AND (match*) AND PDN(<7/18/2000)<br><i>Database:</i> Multiple databases...<br><i>Look for terms in:</i> Citation and abstract<br><i>Publication type:</i> All publication types                            | 74 results   | <b>Add to Search</b><br><a href="#">Set Up Alert</a>  |
| 23. (buyer or customer) AND (seller or vendor or dealer or merchant or retailer) AND (match*) AND PDN(<7/18/2000)<br><i>Database:</i> Multiple databases...<br><i>Look for terms in:</i> Citation and abstract<br><i>Publication type:</i> All publication types   | 3369 results | <b>Add to Search</b><br><a href="#">Set Up Alert</a>  |
| 22. (directory) AND (buyer or customer) AND (seller or vendor or dealer or merchant or retailer) AND (match*) AND PDN(<7/18/2000)<br><i>Database:</i> Multiple databases...<br><i>Look for terms in:</i> Citation and abstract<br><i>Publication type:</i> All publication types                                   | 19 results   | <b>Add to Search</b><br><a href="#">Set Up Alert</a>  |
| 21. (LSU({CO-BRANDING})) AND LSU({MARKETING})) and directory<br><i>Database:</i> Multiple databases...<br><i>Look for terms in:</i> Citation and abstract<br><i>Publication type:</i> All publication types  | 0 result     | <b>Add to Search</b><br><a href="#">Set Up Alert</a>  |
| 20. (LSU({CO-BRANDING})) AND LSU({MARKETING})) and web   | 3 results    | <b>Add to Search</b>   |

- Database: Multiple databases...  
Look for terms in: Citation and abstract  
Publication type: All publication types
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19. (LSU((CO-BRANDING)) AND LSU((MARKETING)))  
Database: Multiple databases...  
Look for terms in: Citation and abstract  
Publication type: All publication types
- 118 results [Add to Search](#)  
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18. SUB(Co-branding)  
Database: Multiple databases...  
Look for terms in: Citation and abstract  
Publication type: All publication types
- 2671 results [Add to Search](#)  
[Set Up Alert](#) ☒
17. (branding) AND (buyer or customer) AND (seller or vendor or dealer or merchant or retailer) AND (rank\*) AND PDN(<7/18/2000)  
Database: Multiple databases...  
Look for terms in: Citation and abstract  
Publication type: All publication types
- 11 results [Add to Search](#)  
[Set Up Alert](#) ☒
16. (match\*) AND (buyer or customer) AND (seller or vendor or dealer or merchant or retailer) AND (geograph\*) AND (rank\*) AND PDN(<7/18/2000)  
Database: Multiple databases...  
Look for terms in: Citation and abstract  
Publication type: All publication types
- 2 results [Add to Search](#)  
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15. (match\*) AND (buyer or customer) AND (seller or vendor or dealer or merchant or retailer) AND (geograph\*) AND (directory) AND PDN(<7/18/2000)  
Database: Multiple databases...  
Look for terms in: Citation and abstract  
Publication type: All publication types
- 1 result [Add to Search](#)  
[Set Up Alert](#) ☒
14. TITLE(match\*) AND TEXT(buyer or customer) AND TITLE(seller or vendor or dealer or merchant or retailer) AND (geograph\*) AND (directory) AND PDN(<7/18/2000)  
Database: Multiple databases...  
Look for terms in: Citation and abstract  
Publication type: All publication types
- 0 result [Add to Search](#)  
[Set Up Alert](#) ☒
13. TITLE(match\*) AND TEXT(buyer or customer) AND TITLE(seller or vendor or dealer or merchant or retailer) AND (brand\*) AND PDN(<7/18/2000)  
Database: Multiple databases...  
Look for terms in: Citation and abstract  
Publication type: All publication types
- 10 results [Add to Search](#)  
[Set Up Alert](#) ☒
12. TITLE(match\*) AND TEXT(buyer or customer) AND TITLE(seller or vendor or dealer or merchant or retailer) AND (brand\*) AND PDN(<7/18/2000)  
Database: Multiple databases...  
Look for terms in: Citation and abstract  
Publication type: All publication types
- 10 results [Add to Search](#)  
[Set Up Alert](#) ☒
11. TITLE(match\*) AND TEXT(buyer or customer) AND TITLE(seller or vendor or dealer or merchant or retailer) AND PDN(<7/18/2000)  
Database: Multiple databases...  
Look for terms in: Citation and abstract  
Publication type: All publication types
- 121 results [Add to Search](#)  
[Set Up Alert](#) ☒
10. TITLE(branding) AND (advertis\*) AND (rank\*) AND PDN(<7/18/2000)  
Database: Multiple databases...  
Look for terms in: Citation and abstract  
Publication type: All publication types
- 11 results [Add to Search](#)  
[Set Up Alert](#) ☒
9. TITLE(branding) AND (advertis\*) AND (weight\*) AND PDN(<7/18/2000)  
Database: Multiple databases...  
Look for terms in: Citation and abstract  
Publication type: All publication types
- 0 result [Add to Search](#)  
[Set Up Alert](#) ☒

8. TITLE(branding) AND (advertis\*) AND (rank\*) AND PDN(<7/18/2000)

Database: Multiple databases...

Look for terms in: Citation and abstract

Publication type: All publication types

11 results

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7. TITLE(branding) AND (advertis\*) AND PDN(<7/18/2000)

Database: Multiple databases...

Look for terms in: Citation and abstract

Publication type: All publication types

757 results

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6. (branding) AND (directory) AND (advertis\*) AND PDN(<7/18/2000)

Database: Multiple databases...

Look for terms in: Citation and abstract

Publication type: All publication types

22 results

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## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L2	2213	salmon.inv.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:31
L3	50270	"705"/\$.ccls.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:31
L4	7	2 and 3	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:32
L5	2083	705/7.ccls.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:35
L6	2479	tobin.inv.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:37
L7	2	rinehold.inv.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:37
L8	2	"6968513".pn.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:37
L9	0	("6968513").URPN.	USPAT	OR	ON	2007/05/12 17:38
L10	0	("6968513").URPN.	USPAT	OR	ON	2007/05/12 17:38
L11	18 +He, Ab)	("5710886"   "5727163"   "5761648"   "5794207"   "5930474"   "5960409"   "5974398"   "6029141"   "6035280"   "6035330"   "6118449"   "6427140"   "6487538"   "6601103"   "6615183"   "6629135"   "6671736"   "6677894"). PN.	US-PGPUB; USPAT; USOCR	OR	ON	2007/05/12 17:39
L12	6590	705/26-27.ccls.	US-PGPUB; USPAT; USOCR	OR	ON	2007/05/12 17:39

## EAST Search History

L13	0	"715"".""513".ccls.	US-PGPUB; USPAT; USOCR	OR	ON	2007/05/12 17:40
L14	3223	715/513.ccls.	US-PGPUB; USPAT; USOCR	OR	ON	2007/05/12 17:40
L15	700	715/854.ccls.	US-PGPUB; USPAT; USOCR	OR	ON	2007/05/12 17:40
L16	2147	709/218.ccls.	US-PGPUB; USPAT; USOCR	OR	ON	2007/05/12 17:43
L17	251	(label\$4 brand\$4) and (request adj3 proposal) and geograph\$6	US-PGPUB; USPAT; USOCR	OR	ON	2007/05/12 17:44
L18	<i>what</i> 5	(weight\$4) same (request\$4 near3 (proposal quote)) same (rank\$4 hierarch\$5)	US-PGPUB; USPAT; USOCR	OR	ON	2007/05/12 17:45
L19	76	(weight\$4) same (rank\$4 hierarch\$5) same (directory (yellow adj page))	US-PGPUB; USPAT; USOCR	OR	ON	2007/05/12 17:49
L20	<i>what</i> 40	(weight\$4) same (rank\$4 hierarch\$5) same (directory (yellow adj page)) and (brand\$4 label\$4 affiliat\$5)	US-PGPUB; USPAT; USOCR	OR	ON	2007/05/12 17:47
L21	<i>title</i> 18	((weight\$4) same (rank\$4 hierarch\$5)) and (directory (yellow adj page)) and (brand\$4 label\$4 affiliat\$5) and (request near3 (proposal quote))	US-PGPUB; USPAT; USOCR	OR	ON	2007/05/12 17:47
L22	18	((weight\$4) same (rank\$4 hierarch\$5)) and (directory (yellow adj page)) and (brand\$4 label\$4 affiliat\$5) and (request near3 (proposal quote))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:47
L23	<i>what</i> 40	(weight\$4) same (rank\$4 hierarch\$5) same (directory (yellow adj page)) and (brand\$4 label\$4 affiliat\$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:49
L24	81	(weight\$4) same (rank\$4 hierarch\$5) same (directory (yellow adj page))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:49
L25	53136	(brand\$4 label\$4 affiliat\$5).ti.	FPRS; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:50

## EAST Search History

L26	0	(brand\$4 label\$4 affiliat\$5).ti. and directory and weight\$4	FPRS; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:50
L27	1314	(brand\$4 label\$4 affiliat\$5).ti. and weight\$4	FPRS; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:54
L28	2	(brand\$4 label\$4 affiliat\$5).ti. and weight\$4 and (rank\$4 hierarch\$5)	FPRS; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:50
L29	29	(brand\$4 label\$4 affiliat\$5).ti. and directory	FPRS; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:50
L30	0	(market\$5 near\$5 (customiz\$5)) same brand\$5	FPRS; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:55
L31	281	market\$5 same brand\$5	FPRS; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:56
L32	154	(advertisement with market\$5).ti.	FPRS; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:57
L33	3	32 and brand\$5	FPRS; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:56
L34	27	(advertisement with brand\$4).ti.	FPRS; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:57
L35	62	(match\$5 with buyer with (vendor dealer seller retailer merchant)).ti.	FPRS; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:59
L36	1635	((customer consumer buyer) with (vendor dealer seller retailer merchant)).ti.	FPRS; EPO; JPO; DERWENT	OR	ON	2007/05/12 17:59
L37	518	36 and (@ad<"20000718").ad.	FPRS; EPO; JPO; DERWENT	OR	ON	2007/05/12 18:00